



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2024/2025

### SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN AGRICULTURE

#### AAD 2505: AGRICULTURE EXTENSION AND SOCIOLOGY

DATE: DECEMBER 2024

TIME: 1½ HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

#### QUESTION ONE (30 MARKS)

- a) Define agricultural extension and explain its main purpose in improving rural livelihoods. (2 marks)
- b) Differentiate between formal and informal education in agricultural extension. Give two examples of informal education methods used in extension. (2 marks)
- c) Describe the role of agricultural extension in rural development. Discuss any two key aspects of rural development promoted by extension services. (2 marks)
- d) Explain how agricultural extension promotes gender equality and economic empowerment in rural areas. (2 marks)
- e) What is innovation diffusion in agricultural extension? Outline the stages of this process. (2 marks)
- f) Define rural development and explain its significance in the context of agricultural extension. (2 Mark)
- g) Describe two key aspects of participatory approaches in agricultural extension. (2 Mark)

- h) What role does face-to-face communication play in building trust between extension workers and farmers? (2 Mark)
- i) List three individual contact methods used in agricultural extension and briefly explain one of them. (2 Mark)
- j) Outline the five key stages of the innovation-decision process in agricultural practices. (2 Mark)
- k) Discuss the importance of communication methods (face-to-face, demonstrations, workshops, and mass media) in enhancing the effectiveness of agricultural extension services. Provide specific examples for each method. (5 Marks)
- l) Identify and describe two key aspects of participatory approaches in agricultural extension. (2 marks)
- m) Discuss the role of individual contact methods in agricultural extension, providing THREE specific methods as examples. (3 marks)

#### **QUESTION TWO (15 MARKS)**

- a) Discuss the significance of planning in organizing an extension program. What are five key benefits of effective planning in this context? (10 marks)
- b) Identify and describe five essential characteristics of groups. (5 marks)

#### **QUESTION THREE (15 MARKS)**

- a) Outline the main purposes and objectives of extension work. What are five key objectives that guide extension activities? (10 marks)
- b) List and briefly explain five types of social organizations as recognized in sociology. (5 marks)

#### **QUESTION FOUR (15 MARKS)**

- a) Define social organization and discuss four fundamental features that characterize social organizations. (10 marks)
- b) Explain the SMCR model of communication and its application in agricultural extension. (5 marks)